



Loyalty and Rewards Scheme Management

Loyalty and Rewards Scheme

An end-to-end bespoke solution, to drive loyalty rewards, saving you time and money



DATABASE

- Database build and hosting
- Data maintenance
- Data hygiene
- Database segmentation
- Website build
- Website/database integration
- ISO27001 Information Security Management

HELPDESK

- Contact centre
- Phone helpline
- Email response handling
- Customer services
- Website – customer portal
- Registration processing
- Payment processing

COMMUNITY

- Loyalty statements
- Newsletters
- Promotions
- Targeted email communications
- Member-generated programme
- GDPR preferences management
- Loyalty card and distribution
- Email broadcast
- Mailings



Star Rewards

Dawleys have supported Texaco's loyalty programme for over 15 years and I am constantly impressed with their levels of professionalism, attention to detail and customer care.

STUART MCBRIDE, MARKETING BRAND MANAGER

Program Management

Loyalty and



COMMUNICATIONS

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REWARDS

- eVouchers
- Physical vouchers
- Promotional items
- Stock management
- Secure storage
- Pick, pack and despatch
- Voucher reconciliation

ANALYSIS

- Customer engagement
- Customer retention
- Lifetime value
- Loyalty triggers
- Access to data 24/7
- Real time online reporting
- Proactive account management team

Dawleys have exceeded our expectations and embrace our business goals, the way the project was run from the start was excellent. The new database they have produced is brilliant... .

DAVE PARRY, ROYAL MAIL



Royal Mail

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MONEY SAVING

No need for you to invest in state of the art technology and specialist staff.

LATEST TECHNOLOGY

Flexible IT services, that provide bespoke solutions to meet your requirements.

EFFICIENCY

Quick implementation using our tried and trusted systems and processing. Direct access to our proactive account management support team.

EXPERIENCE

Over 18 years experience working with national loyalty and reward programmes, delivering customer growth and retention.

To discuss your requirements contact:

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Dawleys

